

Dean Saksy —

Here is a copy you may want see a file
File

April 22, 1954

Mr. David W. Borst,
Operations Manager,
Intercollegiate Broadcasting System,
706 Sanders Ave.,
Schenectady 2, New York.

Dear Mr. Borst:

First of all, we sincerely regret our poor manners in not having made an earlier reply to your inquiries, but we were plagued by that inability to act that must be inherent in all new Senior Boards.

However, now, since we have the experience of a few months in office, we feel that we now understand our situation in respect to national advertising. As apt of this understanding, we would like to be removed, for the moment, from the temporary listing that you mentioned in your letter of December 9, 1953.

We had been represented by Eastern States Radio Corporation, with whom you must have had some contact. We realize that they are connected with the College Radio Corporation, an advertising organization with whom you have recently dissolved your relationship. Subsequent to this dissolution, we have heard from CRC requesting the right to represent us exclusively insofar as we have any dealings with national advertisers. We, however, are curious to find out what prompted your apparent reluctance to renew the contract that you had with CRC. It may well, we realize, be none of our particular concern, but we thought we might ask.

Understanding that you too are an advertising solicitor on a national scale for college radio, and since we are looking for a national representative, we are very interested in whatever contract information you could let us have. This would include those accounts which you now service, and those which are in the foreseeable future as well.

We might make clear that we are very eager to maintain our PBS network affiliations. Although this has proved a stumbling-block in the past, we feel that we might be able to mitigate those programming difficulties which have heretofore posed so great a problem.

Once again, we apologize for our overly tardy reply, and hope to hear from you soon.

Sincerely yours,

Arthur Rosenberg,
Station Manager, WAMF

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